

California Rice Commission

Notice of Meeting & Agenda

International Marketing & Promotion Committee
1:30 p.m., Thursday, October 30, 2008
Yuba-Sutter Farm Bureau
475 N. Palora Ave., Yuba City, CA

Agenda Item

- I. Administration
 - A. Roll Call
 - B. Call to Order
- II. Approval of Minutes
- III. 2008/09 Program of Work Updates
 - A. #C-4 – Market Access- Pursue and maintain involvement in trade policy to expand and open markets (\$ 25,000)
 - i. WTO update
 - ii. Asia/Middle East
 - a. Japan Technical and COA meeting recap
 - B. #C-5 International Promotion – Position California-origin rice as a premium product in key and emerging markets (\$95,000)
 - i. Establish Promotion Budgets for Key Markets
 - a. Turkey Promotion Budget Clarification
 - b. Testing in Turkey
- IV. CRC role as an Aggregator for SBS Data
 - A. Update
- V. 2008 Crop Testing
 - A. Update
- VI. 2007 Variety Estimates
 - A. Update
- VII. 2008/09 Program of Work Budget Reductions
 - A. Discussion and recommendation to board

VIII. Issues and Scheduling for Next Meeting

A. Scheduling of Future Meetings

IX. Adjourn

All agenda items subject to discussion and possible action.